

REMARKS

By the present Amendment, Applicants amend claims 1 and 7 to more appropriately claim aspects of the invention. No new matter has been added. Applicants have also canceled claims 10 – 31, without prejudice or disclaimer of the subject matter thereof which were withdrawn by the Examiner as claiming a non-elected invention.

Applicants' representatives appreciate the courtesies extended by the Examiner during the personal interview on October 15, 2003. At that time, Applicants' representatives discussed with the Examiner the pending rejections of claims 1-9 under 35 U.S.C. § 102(a) over U.S. Patent No. 5,926,796 to *Walker et al.* More specifically, Applicants' representatives and the Examiner reached agreement that claim language such as has been added by this amendment would clarify the invention.

Regarding the 102(a) rejection, *Walker* fails to teach or suggest at least a system in which the customer directly operates a customer computer as recited in claims 1 – 9. In contrast, in *Walker*, there is always an intermediary between the customer and data input into a computer network. For example, in one of the embodiments, "a consumer planning ... to purchase a single-issue periodical, transacts with a cashier ..., and a cashier transacts in turn with retail subscription system." *Walker*, col. 6, ll. 17-24. In another embodiment, "[a]fter a customer 110 selects a single issue of a periodical for purchase, ... the cashier at POS terminal 120 proceeds with a conventional sale." *Walker*, col. 10, ll. 6-15.

In the interview, the Examiner agreed that *Walker* does not disclose a customer directly operating a customer computer. Therefore, Applicants respectfully submit that claims 1 – 9, are allowable over *Walker*.

In view of the foregoing remarks, Applicants respectfully request reconsideration and reexamination of this application and the timely allowance of the pending claims.

Please grant any extensions of time required to enter this response and charge any additional required fees to our deposit account 06-0916.

Respectfully submitted,

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